

CENTENNIAL CELEBRATION COMMITTEE
MEETING MINUTES
8TH FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, FEBRUARY 4, 2009 – 3:00 P.M.

Cumulative Attendance

Members	Attendance	Present	Absent
E. Clay Shaw, Chair	P	4	0
Patricia DuMont	A	3	1
Kristina Hebert (dep. 4:36)	P	2	2
Jan Beth Idelman (arr. 3:43)	P	4	0
Charlie Palmer (arr. 3:12)	P	4	0
Patricia Hale	P	3	1
Dr. Claire Crawford, Vice Chair	P	4	0
Beauregard Cummings	A	2	2
Mary Rizor	A	1	3
Susan Massey McClellan	A	3	1
Peg Buchan	P	4	0
Ina Lee	A	2	2
Lewis Tunnage	P	3	1
Wingate Payne	P	3	0
Birch Willey	P	3	0

Staff

Shannon Vezina, Staff Liaison, Public Information Department
Hilda Testa, Recording Secretary, Prototype, Inc.

1. Call to Order

- **Roll Call**

Chair Shaw called the meeting to order at 3:10 p.m. Roll was called and it was determined a quorum was present.

- **Approval of Minutes**

Motion made by Mr. Willey, seconded by Ms. Payne, to approve the minutes of the January 7, 2009 meeting. In a voice vote, the **motion** carried unanimously.

2. Chairperson's Report

- **Committee Mission Statement**

Chair Shaw stated that he believed the Committee should begin thinking about the impact it might have “beyond this room” – for example, he suggested that the Southside School might make a good center of activity for events the Committee might plan, as it remains a functional building. Ms. Payne felt it could also serve as an exhibit space.

Chair Shaw continued that there could be an executive director of Centennial events, who would handle community outreach; he felt it was not too early for this outreach to begin. He added that he hoped to establish regular communication with the Historical Society, as they had first proposed the idea of a Centennial Celebration to the City Commission. Chair Shaw hoped that the Historical Society will play a key role in any upcoming events, along with groups such as the Rotary Club, the Junior League, and others who might help put together projects for the City to enjoy.

Ms. Buchan informed the Committee that she had written a prospective RFP and emailed it to Ms. Vezina, with the intent of finding a marketing company that would be willing to take on the Centennial on a “mostly pro bono” basis. They might also be asked to seek sponsorships, print marketing materials, and assume other duties. She felt a company of this nature might be adequate to serve in an executive director’s capacity.

She continued that even if there were no pro bono responses to the RFP, the Committee might get a good idea of how a marketing firm might approach the Centennial. She was not aware, however, of how the City might have responded to her prospective RFP.

Chair Shaw felt that the City would have to issue the RFP if the City was going to pay the vendor. He felt if the Committee sought a response on a pro bono basis, or if they wanted to reach out to a local organization, they could move forward without involving the City, as the endeavor would require no City funds.

Mr. Palmer suggested approaching Nova University with this request, as the school includes a marketing department. He noted that the University has a role in the City’s history as well, which could make them more inclined to participate.

Ms. Payne recommended pursuing both the RFP and Nova University approaches to find what their responses might be.

Chair Shaw recalled that Fort Wayne, Indiana had held a contest among advertising agencies to develop a logo for their Centennial, which he felt was another possibility for the Committee to consider.

Mr. Palmer and Ms. Buchan discussed a potential consortium consisting of participants from Nova University, the Art Museum, the Historical Society, and

the Riverwalk Trust, which could create a strong groundswell of support and interest for the Centennial.

Mr. Willey reminded the Committee that the Fort Lauderdale Chamber of Commerce would celebrate its own Centennial one year ahead of the City's. The history behind this, he explained, is the formation of a trade union by City leaders one year before the City's incorporation.

Mr. Palmer felt the Historical Society would be very effective as a principal fundraiser for the Centennial, with the understanding that any profits left over after the Celebration would go to that organization. He felt this might draw other groups to participate, as they were assured the proceeds were going to a good cause once the Centennial had concluded.

Chair Shaw recommended that should the Committee set up fundraising events on its own, they should ask for guidance from the City Attorney's Office. Mr. Palmer advised that fundraising events arranged by the Historical Society would not necessarily have to take this step.

Vice Chair Crawford counseled that they could not count on "extra money" remaining after a fundraiser, as funds were generally raised for a specific body or event, such as the Centennial. Ms. Buchan noted that events of this magnitude often become "a full-time job," which the Historical Society might not be willing or able to undertake.

Ms. Payne felt the Committee should first define their mission statement and their plan of "where they were heading," then meet with representatives of key groups in the community, one of which would be the Historical Society.

Ms. Buchan asked Ms. Vezina if she had received feedback from the City regarding a possible RFP. Ms. Vezina responded that the City did not typically encounter situations in which it issued an RFP with a Committee. However, she believed that the Committee could collectively provide recommendations as to what should be included in the RFP, and its creation would then be turned over to City Staff to finalize, submit, and select a vendor.

Ms. Buchan asked who determined which vendors received the RFP, and who selects the vendor. Ms. Vezina explained that any Committee member could recommend a vendor to which the City could send the RFP, although she noted that RFPs must remain open to any vendor who wishes to respond. Bids over a specific amount must be posted on the City's website, she added.

Ms. Buchan felt it was the Committee's responsibility, and not that of City Staff, to retain control of the process. She felt the Committee would do a more effective

job of shortlisting and/or hearing presentations by prospective vendors than City Staff, and perhaps the Committee should put out the RFP independently.

Mr. Palmer recommended that before creating an RFP, the Committee should focus its attentions on bringing together various community organizations to participate and offer their ideas.

Ms. Payne asked if a letter to other City advisory bodies had been crafted. Ms. Vezina recalled that this had been discussed at the last meeting, but had not yet been done. She noted that there are 34 advisory Boards in the City, and suggested that a letter could be drafted and sent to these entities; she could then contact these groups' liaisons and ask that they ensure the letter appear on an upcoming agenda.

Ms. Payne felt the Council of Civic Organizations should be included, although Ms. Vezina pointed out that they are not a City advisory board. Ms. Vezina advised that the Committee contact the Council directly to involve them.

She also recommended that the Committee finalize its mission statement and make decisions on the approach they wished to take toward the upcoming Centennial before involving other civic organizations.

Ms. Hebert stated that she and Ms. DuMont both sit on the Economic Development Advisory Board, which has its own specific list of goals it addresses at each meeting; she suggested that if this Board had a particular task to perform or outlook to take regarding the Centennial, they could easily add it to the list of goals.

She felt the Committee should clarify what it is asking before it reached out to other advisory bodies, and know specifically what it wanted of them before contacting them.

Ms. Payne stressed again the need for a mission statement before the Committee took this step. She continued that some City advisory boards, such as the Education Advisory Board, might want to come up with their own activities and projects independently of the overall celebration.

Ms. Buchan felt once the Committee had a mission statement, a "tagline," and a logo, they could put forth a press release as well as an invitation for other bodies to participate in the Celebration. Chair Shaw felt it was important that the Committee arrive at a way to generate excitement over the coming Centennial.

A prospective logo, drawn for the Committee by a guest from the Art Institute, was shared among members for perusal.

3. Liaison's Report

- **Follow up on items from January meeting**

Connie Hoffmann, of the Mercer Group, Inc., returned to assist the Committee in generating a "vision statement" for the group. She defined this term as what the group wishes to achieve, while a mission statement is more descriptive of how to achieve this goal.

She distributed a handout with three prospective statements to the Committee, which were compiled by Ms. Payne and were based on the Committee's discussion at the January 2009 meeting. The statements are as follows:

1. "To help our citizens learn our history through fun, family-oriented activities and venues resulting in our community's contributing to a tangible legacy."
2. "To provide the opportunity for all of us to learn our city's history, recapturing a sense of pride and place and creating lasting legacies for the future."
3. "To recognize the milestones in our city's development and the positive aspects of living here now and in the future."

She recommended that the group vote for two of the three choices, which would narrow the choices to two. In a show of hands, statements 1 and 2 were selected for further review.

Ms. Payne suggested that statement 1 was more indicative of a mission statement, while statement 2 more easily fit the description of a vision statement.

Discussion by the Committee followed, and it was noted that the term "milestones" from statement 3 would be an effective inclusion in the final statement, as there was general assent that the Celebration should leave some lasting, tangible legacy. It was also suggested that another term might be more suitable than "recapturing," such as "celebrating" or "showcasing."

Chair Shaw proposed including bullet points beneath the statement, including the themes of "family fun" and activities.

Mr. Palmer suggested changing the "sense of pride" phrase, as he felt it was vague. The phrase and alternatives to it were discussed at length, as well as possible meanings of the phrase "sense of place." It was also noted that the celebration should specifically mention the City's heritage.

Mr. Palmer emphasized that the Committee should strive to create a celebration in which many different community groups wished to participate. He felt this

participation would contribute to a lasting legacy. He also championed including some mention of activities, although these were generally considered more appropriate for a mission statement than for the vision statement currently under discussion.

It was also pointed out that one objective that might be listed would be promoting participation and unity from the City's diverse communities. It was also noted that education or appreciation of the City's history is another important component of the Centennial celebration.

Ms. Hoffmann broke down some potential terminology of the statement into actions and results, and suggested that the Committee select the terms they wished to remain in the vision statement.

The final vision statement was as follows:

- "A celebration of Fort Lauderdale's heritage that promotes awareness of our history and creates lasting legacies."

Motion made by Mr. Willey, seconded by Ms. Hebert, to adopt this as the Committee's vision statement. In a voice vote, the **motion** carried unanimously.

Ms. Hoffmann displayed some results of the Committee's previous discussion as a way in which to spur the group toward creating a mission statement as well. Some phrases and terms included the family fun theme, inclusion and diversity, involvement of children and schools in the Celebration, and fundraising and marketing.

Mr. Palmer asked if the celebration in mind would be one major event or a series of events. It was determined that both manners of events were options.

Ms. Payne advised that subcommittees might be needed, and were not provided for in the Charter. She recommended that the Committee ask the City Commission to grant this provision, which would allow for a sufficient amount of time for the question to appear on the City Commission's agenda. Chair Shaw agreed, adding that the Committee's mission statement would likely be prepared by the time the item appeared on the City Commission's agenda, and the Committee could present it to that body. It was agreed that the March agenda would be an appropriate time, as new City Commission members would be seated by that time.

Ms. Vezina reminded the Committee that the City Commission receives minutes from all advisory board meetings, and maintains a level of awareness of the business discussed within those bodies. She also suggested that the Committee determine how many subcommittees they would need and the function of each

subcommittee before they made a formal request to the City Commission. Ms. Buchan suggested that the Committee did not need to determine the particulars of each subcommittee at this point, but could simply notify the City Commission that subcommittees would be needed and the Committee could determine their specific responsibilities.

Ms. Buchan recalled that a discussion at a previous meeting had raised the possibility of all the City's Centennial-related events falling under the "umbrella" of one year-long celebration, even if the Committee had not planned or sponsored the event. Ms. Idleman agreed, suggesting that the Committee could sanction an event sponsored by another body as part of the Celebration.

It was suggested that events sanctioned by the Committee could contain the Committee's logo and disseminate information for them as well.

4. Other Matters of Interest

- **Confirm date for next meeting**

The next meeting is scheduled for Wednesday, March 4, 2009.

5. Discussion Before Adjournment

The Committee members thanked Ms. Hoffmann for her assistance. Chair Shaw stated that he would like to invite Mr. Dressler to the next Committee meeting.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:44 p.m.

[Minutes prepared by K. McGuire, Prototype, Inc.]